

What is claimed is:

1. A method, comprising:

receiving a telephone call having routing information from an originating party;

5 routing the telephone call to a terminating party based on the routing information;
determining an identity of the terminating party;

determining targeted marketing material based on the identity of the terminating party; and

providing the targeted marketing material to the originating party.

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2. The method of claim 1, wherein the telephone call is a toll-free telephone call.

3. An apparatus, comprising:

a processor; and

15 a memory in communication with the processor, the memory for storing a plurality of processing instructions directing the processor to:

receive a telephone call having routing information from an originating party;
route the telephone call to a terminating party based on the routing information;

20 determine an identity of the terminating party;
determine targeted marketing material based on the identity of the terminating party; and

provide the targeted marketing material to the originating party.

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